



## *Artwork Guidelines*

To ensure timely processing of art please check to make sure all art follows the directions on this Guides Layer. Any art submitted that is incorrect will be sent back to be corrected.

*All artwork, including text & images, must be on Artwork Layer.*

*All Variables must be on Variable Layer indicated with < >*

*(Example: <First Name>)*

### **Bleed Area:**

Extend all art to the  
green bleed line  
(.125" from die lines)

### **Art Settings:**

All art, including  
images must be  
CMYK & 300dpi

### **Safety Area:**

Do not place any  
text past blue lines  
or in gray area.



# It Direct

DIRECT RESPONSE MARKETING

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<CITY>, <ST> <ZIP>



**GREEN AREA IS FOR MAILING BLOCK ONLY**

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clbbs